

ABSTRACT OF THE DISCLOSURE

In a reflecting mirror, a hydrogen storing metal or a hydrogen storing alloy is used in an electrically conductive reflecting film. When a predetermined voltage is applied from an electrically conductive reflecting film side to a transparent electrode, hydrogen stored at the electrically conductive reflecting film is released and becomes hydrogen ions, and the hydrogen ions move toward the transparent electrode. When the hydrogen ions reach a reduction coloring film between the transparent electrode and the electrically conductive reflecting film, the hydrogen ions bond with an oxide of tungsten which forms the reduction coloring film, and the reduction coloring film is thereby colored. In accordance with this structure, it is possible to do away with an oxidation coloring film.